

# GIRLTREK

## PRIVACY POLICY

**Last Updated:** March 24, 2023

GirlTrek, Inc. (“**GirlTrek**,” “**we**,” or “**us**”) is a revolutionary nonprofit focused health justice and on improving African American women’s health through walking programs and wellness services. GirlTrek recognizes that your privacy is important, and that your choice to share your information with our community should be fun, easy, and understandable. This Privacy Policy explains how and why we collect, use, and share your information in connection with our websites, [www.GirlTrek.org](http://www.GirlTrek.org) and [shop.girltrek.org](http://shop.girltrek.org) (collectively, our “**Websites**”), and our products, services, applications, and other functionality offered on or through the online services (collectively, the “**Services**”), including when you attend a GirlTrek event or otherwise interact with us. This Privacy Policy does not cover or apply to our processing of information about GirlTrek employees, contractors, or job candidates. This Privacy Policy is not a contract and does not create any legal rights or obligations.

By accessing or using our Services, you acknowledge that you have read and understood our [Terms of Service](#).

### 1. INFORMATION WE COLLECT

When we use the term “**personal information**,” we mean any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you as an individual person. This does not include aggregated or deidentified information that is maintained in a form that is not reasonably capable of being associated with or linked to you.

Sometimes we collect personal information automatically when you interact with our Services, and sometimes we collect personal information directly from you. At times, we may collect personal information about you from other sources and third parties, even before our first direct interaction.

#### A. Information You Provide to Us

We may collect the following personal information you provide in connection with our Services, including:

- **Account Information:** If you sign up for an account through our Services, such as to purchase merchandise or for the training portal accessible from our Websites, we may collect your first and last name, mailing address, email address, profile information, and any other information you choose to provide to us. We use this information to administer your account, provide you with the relevant service and information, communicate with you regarding your account and your use of the Service, and for customer support purposes.
- **Event Registration and Attendance:** If you register for an event or fill out any forms at or relating to GirlTrek events, such as signing up for an event through our Walk + Event Map, we may collect your first and last name, address, phone number, and email. We use this information to provide you with relevant Services and information, to communicate with you regarding the event and the Websites, and for user support purposes. In addition, we may take photographs, videos and/or audio recordings of our events and participants. We use this

information to promote, manage, and facilitate our events and to communicate with you about future events or Services that may be of interest to you.

- **Order Information:** If you purchase merchandise, we may collect your name, email address, billing address, shipping address, items purchased, and payment information. Please see the “Information from Third-Party Sources” section below regarding how we use third-party payment processors to process these transactions.
- **Donation Information:** If you make a donation, we may collect your name, date of birth, mailing address, email address, phone number, employer, work address, and any other personal information you choose to provide to us. Please see the “Information from Third-Party Sources” section below regarding how we use third-party payment processors to process donations.
- **Communications:** If you communicate with us through any paper or electronic form, we may collect your name, email address, mailing address, phone number, date of birth, ethnicity, affiliations with religious institutions, or any other personal information you choose to provide to us. We use this information to investigate and respond to your inquiries, to communicate with you, to enhance the Services we offer to you, and to manage and grow our organization.
- **Opt-In to Marketing or Services-Related Messages:** If you register for our newsletters, sign up for our blog, or opt-in to receive updates via text message or email, we may communicate with you through the contact information you provided (e.g., email address or phone number) and send you information about products and services we think may be of interest to you. Please note we may share your text messaging opt-in with our third-party service providers, who assist us with contacting you on our behalf. However, your text messaging opt-in will not be shared with our marketing partners. To unsubscribe from promotional messages, please follow the instructions within our messages and review the “Your Choices Regarding Your Personal Information” section below.
- **User Generated Content:** You may also choose to communicate with other users of the Websites by posting content. If you do, we will collect the content of your submission, including any files, documents, videos, images, data, or information you choose to post or transmit through your communications with us or your use of the Websites (collectively, “User Content”). User content and any information contained in the User Content, including personal information you may have included, is stored and collected as part of the service. Please note this information may be publicly displayed in our online community. We use the User Content to provide you with the Services.
- **Purchase Information:** If you order products from our Websites, we may collect your contact and shipping information, including name, phone number, email address, and mailing or delivery address. We also may collect third-party payment information where required for the purpose of payment. We process all orders through our third-party ordering and fulfillment service providers, who assist us in completing your transaction, shipping your product, communicating with you about your order, and for customer support purposes.
- **Referral Information:** If you invite others to use our Services, we may retain information about your referral.

- **Contest, Testimonial and Survey Information:** We also collect information you provide when you enter a contest or sweepstakes, submit surveys, or provide any testimonials. We use this information to communicate with you, conduct market research, inform our marketing and advertising activities and improve and grow our business.

## **B. Information from Third-Party Sources**

We may receive personal information about you from our business partners and service providers and combine this information with other data we collect from you. The third parties may include website and service operators, payment processors, marketing partners, and shipping providers. The information may include contact information, demographic information, information about your walks and other activities, and information about your orders. We use this information to administer and facilitate our Services, your orders and our marketing activities.

We also may use social media platforms such as Facebook, Instagram, or Flickr to incorporate content on our Websites, including information you may upload or tag us in through those platforms. We may receive the same categories of personal information as described above from these social media platforms. The information we receive is based on your privacy settings with each social network. To learn more about the use of data collection technologies by social media sites, please visit each platform's privacy policy page.

## **C. Information We Collect Automatically**

We use various technologies to collect information about the device or browser you use to navigate our sites, or from your use of our Services, including:

- **Log File Data**, including your internet protocol (IP) address, operating system, browser type, browser ID, date/time of visit, and pages visited.
- **Analytics Data**, including the electronic path you take to our Services, through our Services and when exiting our Services, as well as your usage and activity on our Services, such as the links and object you view, click or otherwise interact with (also known as clickstream data).
- **Location Data**, such as general geographic location that we or our third-party providers may derive from your IP address.

For information about our and our third-party partners' use of cookie and related technologies to collect information automatically, and any choices you may have in relation to its collection, please refer to the "Cookies and Other Data Collection Technologies" section below.

## **2. OUR USE OF PERSONAL INFORMATION**

We may collect and use personal information for the following purposes:

- To communicate with you, including via email, phone, or text message.
- To market our Services to you.
- Administer, improve, and personalize our Services, including by recognizing you and remembering your information when you return to our Services.

- To create, maintain, improve, and operate the Websites and Services.
- To personalize your user experience.
- To communicate with you to provide technical or administrative support.
- To conduct, manage, and grow our organization.
- To analyze, research, and investigate the use of our Services.
- To prevent, investigate, and provide fraud notifications, unlawful or criminal activity, unauthorized access to or use of personal information, our data system services, and to meet governmental and institutional policy obligations.
- To investigate and resolve disputes and security issues and to enforce our Terms of Service.
- For any other lawful, legitimate business purpose.
- To comply with legal obligations.

If you choose to contact us, we may need additional information to fulfill your request or respond to your inquiry. We may provide additional privacy disclosures where the scope of the inquiry/request and/or personal information we require fall outside the scope of this Privacy Policy. In that case, the additional privacy disclosures will govern how we may process the information you provide at that time.

### 3. HOW WE DISCLOSE PERSONAL INFORMATION

We may disclose your personal information in the following ways:

- **Publicly:** With your consent or direction, we may make other information you provide publicly available, such as if you post public comments on our Websites, provide testimonials about our Services, or host an event through our Walk + Events Map. For example, GirlTrek may use your information as content to inspire members of the broader organization through social media or traditional media campaigns.
- **Payment Processors:** We use third-party payment processors, such as Shopify and Paypal, to process payments on our Websites, including merchandise purchases and donations. These third-party payment processors collect payment information, such as bank account or credit card information, in order to process your transaction, but that information is not passed on to GirlTrek. The payment processor's use of personal information is governed by their own privacy policy. Please review each payment processor's privacy policy to understand how they will manage or otherwise process personal information, including financial information. To review Shopify's Privacy Policy, please click [here](#). To review PayPal's Privacy Policy, please click [here](#).
- **Other Service Providers:** We share personal information with third-party service providers who perform services on our behalf, such as technology providers (including web platforms and hosting providers, email and text communications providers, analytics providers and data storage providers) and our merchandise fulfillment providers (e.g., Shopify) for any orders you

may make. Depending on the function the third party serves, the service provider may process personal information on our behalf or have access to personal information while performing functions on our behalf.

- **Business Partners:** At your request or for purposes consistent with this Privacy Policy, we may disclose personal information to our third-party business partners, such as partner philanthropies or community partners, who may promote their products or services to you.
- **Marketing Partners:** We coordinate and share personal information with our marketing partners in order to advertise and communicate with you about our Services.
- **Regulatory or Legal Requirements, Safety and Terms Enforcement:** We may disclose personal information to governmental regulatory authorities as required by law, including for tax or accounting purposes, in response to their requests for such information or to assist in investigations. We may also disclose personal information to third parties in connection with claims, disputes, or litigation, when otherwise required by law, or if we determine its disclosure is necessary to protect the health and safety of you or any other person, to protect against fraud or credit risk, or to enforce our legal rights or contractual commitments that you have made.
- **Business Transfers:** We may disclose personal information as part of an organizational business transaction, such as a merger, acquisition, joint venture, financing, or sale of organizational assets and may transfer personal information to a third-party as one of the business assets in such a transaction. We may also disclose personal information in the event of insolvency, bankruptcy, or receivership.

#### 4. COOKIES AND OTHER DATA COLLECTION TECHNOLOGIES

##### A. What We Collect When Using Cookies

We and our third-party partners and providers may use cookies to automatically collect certain types of usage information when you visit or interact with our email communications, Websites and other online services. For example, we may collect log data about your device and its software, such as your IP address, operating system, browser type, date/time of your visit, and other similar information. We may collect analytics data or use third-party analytics tools (e.g., Google Analytics to help us measure usage and activity trends for our Services and better understand our user base).

Third-party partners and providers may also collect personal information about your online activities over time and across different websites when you use our Websites and Services.

##### Google Analytics and Advertising

We use Google Analytics to recognize you and link the devices you use when you visit our site or Services on your browser, log in to your account on our Services, or otherwise engage with us. We share a unique identifier, like a user ID or hashed e-mail address, with Google to facilitate the service. Google Analytics allows us to better understand how our users interact with our Services and to tailor our advertisements and content to you. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site "How Google uses information from sites or apps that use our services" located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can learn about Google Analytics' currently

available opt-outs, including the Google Analytics Browser Ad-On here <https://tools.google.com/dlpage/gaoptout/>.

We may also utilize certain forms of display advertising and other advanced features through Google Analytics, such as Remarketing with Google Analytics, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration, and Google Analytics Demographics and Interest Reporting. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the Services. You may control your advertising preferences or opt out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences>, or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.

## **B. How We Use That Information**

We use or may use the data collected through cookies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit our Websites and Services; (b) provide and monitor the effectiveness of our Websites and Services; (c) monitor online usage and activities of our Websites and Services; (d) diagnose errors and problems with our Websites and Services; (e) otherwise plan for and enhance our Services; and (f) facilitate the purposes identified in the "Our Use of Personal Information" section of this Privacy Policy. We and our advertising partners also use the information we collect through cookies to understand your browsing activities, including across unaffiliated third-party sites, so that we can deliver ads and information about products and services that may be of interest to you.

Please note that we link some of the personal information we collect through cookies with the other personal information that we collect about you for the purposes described in this Privacy Policy.

## **C. Your Choices About Cookies**

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using our Services, as some features and services on our Services may not work properly. Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

## **5. YOUR CHOICES REGARDING YOUR PERSONAL INFORMATION**

You have some choices regarding how we use your personal information, including the following:

- **Modifying or Deleting Your Information:** If you have questions about reviewing, changing, or deleting your information, you can contact us directly at [privacy@GirlTrek.org](mailto:privacy@GirlTrek.org). We may not be able to modify or delete your information in all circumstances.

- **How to Control Your Communications Preferences:** We may periodically send you emails or text messages regarding upcoming events or other GirlTrek updates. You can stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in such communications. You may also unsubscribe from receiving text messages by replying “STOP” to the number sending you the message. Please note you may not be able to opt out of Services-related communications (e.g., transactional communications, changes/updates to features of the Websites, technical and security notices).
- **Your Choices About Online Ads:** Please note our third-party providers may directly collect personal information about your online activities over time and across different websites when you use our Websites for purposes of providing online behavioral or interest-based advertising services to third parties. To learn more about interest-based advertising and how you may be able to opt out of some of this advertising, you may wish to visit the Network Advertising Initiative’s online resources, at <http://www.networkadvertising.org/choices>, and/or the Digital Advertising Alliance’s (DAA) resources at [www.aboutads.info/choices](http://www.aboutads.info/choices).

Opt-out cookies only work on the internet browser and device they are downloaded onto. If you want to opt out of interest-based advertisements across all browsers and devices, you will need to opt out on each browser on each device you actively use. If you delete cookies on a device generally, you will need to opt out again.

Please note that when you opt out of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us or on our Services. It means that the online ads that you do see from DAA program participants should not be based on your interests. We are not responsible for the effectiveness of, or compliance with, any third-parties’ opt-out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use cookies to collect information about your use of our Services, including for analytics and fraud prevention as well as any other purpose permitted under the DAA’s Principles.

## **6. CHILDREN’S PERSONAL INFORMATION**

We do not knowingly collect or solicit personal information from children under the age of thirteen (13), nor is this Websites targeted towards children under the age of thirteen. If we learn that we have inadvertently collected personal information from a child under age thirteen, we will promptly delete that information. If you believe that we might have received information from a child under 13, please contact us at [privacy@GirlTrek.org](mailto:privacy@GirlTrek.org).

## **7. LINKS TO OTHER THIRD-PARTY WEBSITES AND SERVICES**

Our Websites and Services may contain links to third-party websites or services, including those of our business partners. By interacting with these third parties, you may be providing information directly to the third party. The use of such information, including personal information, by the third-party website or service will be governed by the third-party’s privacy policy. We have no control over, do not review, and cannot be responsible for, these third-party websites or services. We encourage you to review the privacy policies and online terms of those third parties to learn more about their privacy practices.

## **8. CHANGES TO OUR PRIVACY POLICY**

We will update this Privacy Policy from time to time. When we make changes to this Privacy Policy, we will change “Last Updated” date at the beginning of this Privacy Policy. If we make material changes to this Privacy Policy, we will notify you by email, by prominent posting on our Services, or through other appropriate communication channels. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on our Websites.

## **9. CONTACTING US**

If you have any questions about this Privacy Policy or the Services, please contact us at [privacy@GirlTrek.org](mailto:privacy@GirlTrek.org) or at our mailing address below.

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1800 Wyoming Ave NW, Suite 2  
Washington, D.C. 20009